




 snaptravel  
**Press Kit**

# Branding Guidelines

Thank you for taking the time to review SnapTravel's Branding Guide. We're flattered that you're looking to feature us in your media. The following Guide serves as an overview of how to work with our brand and assets, including our logo, wordmark, content and trademarks.

If you are looking to use the SnapTravel brand or assets in a way not described in the Guide, please contact us at [partner@snaptravel.com](mailto:partner@snaptravel.com). We will reply to any emails related to branding in 48 hours or less.

By using the SnapTravel brand assets, you indicate your acceptance of the rules laid out in the Guide, our **Terms and Conditions** and any other published rules, policies or agreements. Any violation of these guidelines will result in the termination of your license and/or permission to use our brand assets.



## Logo

# Basics

SnapTravel's logo is composed of two parts: the logo itself and the wordmark. We have established best practices to help you use our logo and wordmark in your media without having to negotiate legal agreements for each use. Please consider which of the coloured logos work best with the given background. We also require a certain amount of space surrounding the logo to ensure legibility and impact.

Here are a few examples of how to use our logo. All of these raw logo examples seen below can be found in the 'Logos' folder of the Press Kit.



## Logo

# Usage on Backgrounds

Our logo should not be used on non-approved background colours. The white logo on top of our colours (orange, indigo, black) is preferred. The orange logo should be used on top of white background. Avoid using the orange on top of photographed backgrounds.

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## Logo

# Misuse

Don't edit the logo. It is important for our logo to be consistent. The logo should remain true to how it is shown previously in terms of colour, composition, and orientation.



Don't stretch or squeeze the logo.



Don't rotate the logo.



Don't stretch or squeeze the logo.



Don't use the wordmark on it's own.

## Logo

# Avoid

The acceptable colours for our logo are indigo, orange, white, and black. These colours may not be altered in any way. The logo may not be used over colours that clash with the background. When in doubt, use the black and white logo for balance.



## Colour

# Palette

Prioritize our primary logo colours. In the instance that variety is needed, the accent colours may be used. The logo colours should be considered as the colours that stick out on top of illustration, photography, etc. Avoid changing the values of these colours.

### Logo Colours



Orange  
#F36518  
R243 G101 B24  
C0 M58 Y100 K5



Indigo  
#283593  
R40 G53 B147  
C73 M64 Y100 K42

### Accent Colours



Teal  
#33B7BE  
R51 G183 B190  
C73 M4 Y100 K25



White  
#FFFFFF  
R255 G255 B255  
C0 M0 Y100 K0



Black  
#000000  
R25 G20 B20  
C0 M0 Y0 K100

# Language & Usage

Our branding extends to the words used to describe our company & services. Here are some specific rules to follow when you talk about SnapTravel:

- The S and T are always capitalized in SnapTravel
- Avoid translating or abbreviating our name
- Do not use the word 'chatbot' to refer to our AI technology
- Preferred descriptions include 'AI-powered travel agent' and 'hotel deals over messaging'

SnapTravel's brand includes the name, logo, and images that identify our company and products. Please refrain from using our brand in any of the following ways:

- Positioning our name or logo in a way that suggests sponsorship, endorsement or partnership with any other brand
  - Using marks, logos, graphics or similar variations as part of your logo or branding
  - Using outdated versions of our marks or logos
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